

The Visiting Nurse Associations of America

New Implementation Techniques - Improving All Immunization Rates



VNAA Profile

- VNAA, founded in 1983, is a national association of free-standing, not-for-profit, community based Visiting Nurse Agencies.
- VNA's make up the largest not-for-profit home health care network in the United States.
- VNAA represents over 200 VNA's in 400 + locations.
- VNA's serve more than 4 million homecare patients annually!

VNAA Mission

To support, promote and advance VNAs in their mission to serve their communities.

Profiles of VNAs

- Creators of Home Health Care profession with 125 years of experience
- Experts in chronic disease and care management
- Tradition of cost savings and quality care
- Prevention and wellness focus
- Strong community reputations
- Experts in promoting and facilitating patient independence
- Voluntary boards of community leaders

Average Patient Profile

- 70% of patients are over 65 years
- 70% Medicare
- 12% Medicaid
- 18% includes Managed Care, Private Insurance, Charity Care

VNAs' Influenza Immunization Initiatives

Multi-Pronged Efforts

- Homebound Patients
- Community Based Clinics
 (VNAs provide clinics in alternative settings to all age groups)
- Direct Care Staff and their families

VNAs provide over 2 Million Flu Shots per year in their communities

Community Venues

- Family Community/Schools
- Nursing Homes
- Assisted Living
- Corporate sites
- Retail
- Senior Community Centers
- Senior Living Centers
- VNA Walk-in Clinics
- Airports, Fire Stations, Police Stations

Promotion of Influenza Vaccine

- Public Service Announcements (PSAs)
- Special campaigns (Boo to the Flu and Faces of Influenza)
- Local Newspapers
- Websites
- Flyers/Posters
- Mailings
- Word of Mouth
- New "VNAA Flu Clinic Finder"

Challenges in 2007-2008

- Complacency in our communities
- Confusion with mixed messaging/media coverage poor early in season
- Good weather /minimal "fear factor"/no shortages
- New competitors plenty of vaccine available
- Still not reaching our targets

We are not Close to Reaching Targets

Population
 296.2 Million

Targeted population 218.1 Million

Vaccinated population

@ 82.0 Million

or

27%

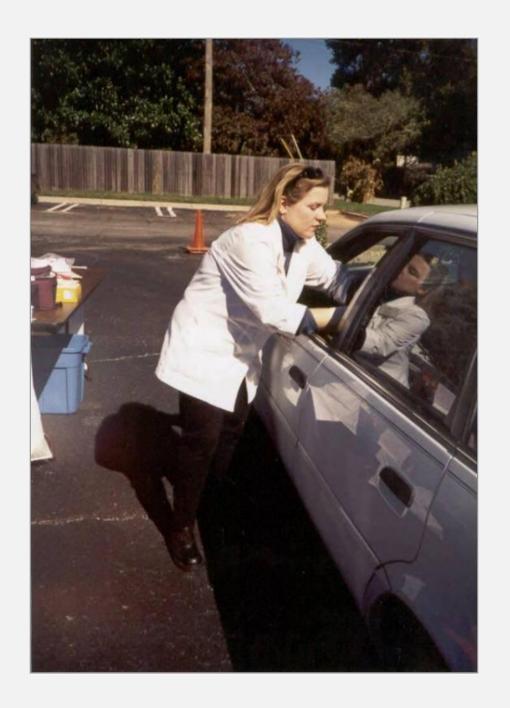
Reaching the 2010 Health People Objectives – we have just reached initial goal with 65+ population

Creative Venues

Drive Thru Clinics

- Can be great for Seniors and Families
- In 3-4 hours up to 800 Flu shots
- Convenient no standing in long lines
- Whole family immunized at one time
- Can be made into a fun event for all.





Libraries – Why not?

Another family venue

Indianapolis now provides them in 23 counties

Pediatrics – A Growing Market

Pediatric Physician Offices

Shoo the Flu – Given at the Zoo

 A Free Flick for a Little Stick – movie passes for a flu shot

VNAs and Physician Groups?

Build community partnerships

 St. Louis provided over 5,000 Flu Shots for each physician group.

Collaborating with Parish Nurses

VNA of SE Michigan provides Flu Shots at 10 churches per Sunday during the flu season and frequently at services or functions during the week.

Corporate Clinics

- Ranging from small to large
- Models for efficiency family education
- Consider as a family venue

Increasing Immunizations for Healthcare Workers

- Education
- Work time Clinics
- Family Clinics
- Mandating Influenza Vaccine for Staff

Education for Homecare Clinicians

VNAA
 Clearinghous
 e for Chronic
 Conditions in
 Homecare

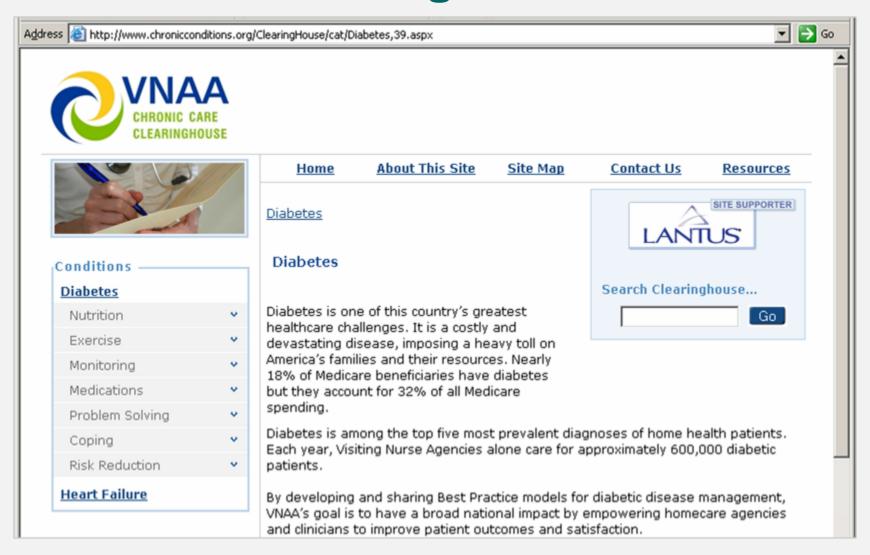


http://www.chronicconditions.org

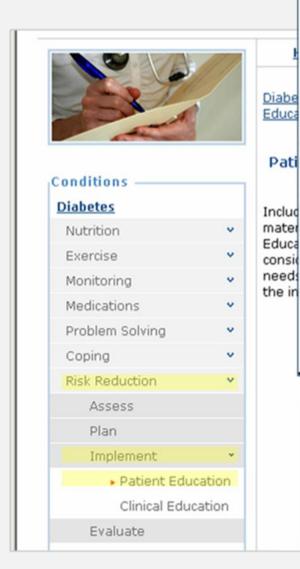


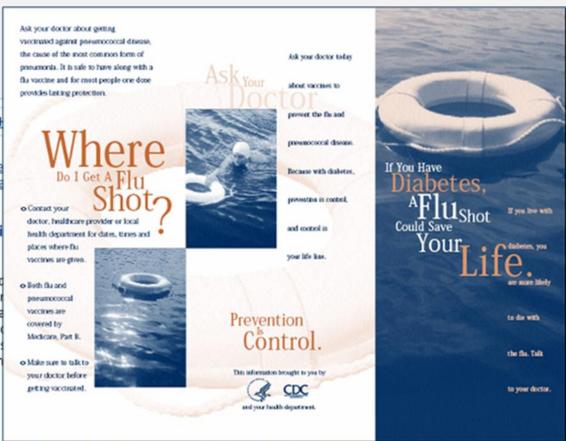
http://www.vnaa.org

Diabetes Home Page



Risk Reduction Section





Web Page for Ordering Individual and Additional Monofilaments

<u>Preventing Flu and Pneumonia Postcard (pdf)</u> - Jun 22nd, 2006 Reminder to Make an Appointment to get a Flu Shot and Vaccination Against Pneumococcal Disease

If You Have Diabetes a Flu Shot Could Save Your Life (pdf) - Jun 22nd, 2006

Brochure Stressing the Importance of Getting a Flu Shot for Persons with Diabetes

Evaluate Section





Home About This Site Site Map Contact Us Resources

Diabetes > Risk Reduction > Evaluate

Evaluate

As in all areas of care progress needs to be continually updated by assessing measurable outcomes. Goals and intervention may need to be revised to achieve desired health outcomes.



Questions to be considered

- Has patient's number of episodes of hypoglycemia or hyperglycemia improved?
- Does the patient demonstrate increased knowledge of hypoglycemia management?
- Does the patient demonstrate increased knowledge of hyperglycemia management?
- Does the patient or patient's caregiver inspect feet and provide foot care daily?
- Has the patient obtain vaccinations for pneumonia and influenza?
- Has the patient seen an optometrist or ophthalmologist in the past year?
- · Has the patient seen a dentist in the past six months?

Other Adult Vaccines Offered

- Pneumococcal
- Meningococcal
- Adacel
- Td
- Hepatitis A and B
- Zostavax
- Gardisil
- All Travel Health Vaccines
- ** Challenge Medicare Part D

Other VNAA Efforts re. Adult Immunization

- Adding a Flag to the Clearinghouse to Educate about Influenza Vaccination
- Developed Immunization Section on VNAA Website
- Added Travel Vaccine area for members developing Travel Health Clinics
- Teleconferences re. new vaccines and Medicare Part D and Vaccines
- Articles in the VNAA Weekly Update
- Reminders on our General, Immunization and Clinician Listserve
- Focus at Annual Meeting on Immunization issues

Business Savvy + Creativity + Community Service + Dedication

(And a spoonful of luck) equals

A Successful Adult Immunization Program